

RSVP Movies Case Study Summary & Recommendations

- Drama is the most popular genre with 4285 movies & RSVP movies can focus on the Drama genre for their future film.
- Dream Warrior Pictures & National Theatre Live production companies have produced the highest number of hit movies among all production companies.
- Star Cinema & Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, should be considered for their next project.
- Marvel Studios, Twentieth Century Fox, & Warner Bros are the top three production houses based on the number of votes received by their movies & must be considered for a global partner.
- Based on the median rating, Mammooty or Mohanlal can be hired as the actor for the next project.
- The top director in the top three genres with the highest number of super-hit movies is James Mangold. He can be hired as the director for the next project.
- Based on total votes & an average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast of the Indian audience for the upcoming project.
- Based on total votes & an average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.
- Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered an actress in Drama genre.